Advanced Lead Generation and Client Outreach Strategies Training Course

02 - 06 Nov 2026

Berlin

5800 € (Per Person)

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Course Introduction / Overview:

In today's hyper-competitive business landscape, the ability to consistently generate high-quality leads and conduct effective service outreach is the primary driver of sustainable growth. This course moves beyond basic sales tactics to provide a comprehensive, strategic framework for attracting, nurturing, and converting prospects into loyal clients. Drawing upon principles from modern marketing and sales science, as articulated by experts like Jill Konrath in her book "Selling to Big Companies," this program emphasizes a systematic and repeatable process. Participants will learn to build and optimize a robust sales funnel, leveraging both inbound and outbound methodologies to create a predictable stream of revenue. The curriculum is designed to be intensely practical, focusing on actionable techniques that can be implemented immediately. At BIG BEN Training Center, we have developed this training to empower professionals with the skills to not only meet but exceed their targets by mastering the art and science of lead generation and client engagement in the digital age. This journey covers everything from identifying the ideal customer profile to deploying sophisticated multi-channel outreach campaigns and analyzing performance for continuous improvement.

Target Audience / This training course is suitable for:

- Sales Managers and Team Leaders.
- Business Development Executives.
- Marketing Professionals and Specialists.
- Account Managers and Relationship Managers.
- Entrepreneurs and Small Business Owners.
- Sales Consultants and Freelancers.
- Customer Success and Service Professionals.
- Anyone responsible for revenue generation and client acquisition.

Target Sectors and Industries:

- Technology and Software as a Service (SaaS).
- Financial Services, Banking, and Insurance.
- Professional Services including Consulting, Legal, and Accounting.
- Real Estate and Property Development.
- Healthcare and Pharmaceutical sectors.
- Manufacturing and Engineering.
- Retail and E-commerce.
- Government agencies and public sector organizations.

Target Organizations Departments:

- Sales Department.
- Marketing Department.
- Business Development Department.
- Customer Relationship Management Department.
- Corporate Strategy and Growth Department.
- Client Services and Account Management Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive, multi-channel lead generation strategy.
- Identify and define the Ideal Customer Profile (ICP) for targeted outreach.
- Master advanced digital prospecting techniques on platforms like LinkedIn.
- Craft compelling and high-converting cold email and social media messages.
- Implement effective lead nurturing sequences to guide prospects through the sales funnel.
- Optimize the sales pipeline for improved velocity and conversion rates.
- Utilize CRM systems effectively for lead management and tracking.
- Analyze key performance indicators (KPIs) to measure and refine outreach campaigns.
- Build and leverage professional networks for referral-based lead generation.
- Handle common objections with confidence and professionalism.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can translate learned concepts into real-world skills. We employ a blended learning approach that combines expert-led instruction with hands-on application. The course is built around a series of practical workshops, real-world case studies of successful and unsuccessful outreach campaigns, and interactive group discussions that encourage peer-to-peer learning. A significant portion of the training is dedicated to role-playing scenarios where participants can practice their pitching, objection handling, and negotiation skills in a safe and constructive environment. We facilitate collaborative team exercises that challenge participants to design a complete lead generation campaign from scratch. Throughout the course, there is a strong emphasis on continuous feedback from the instructor and peers to foster rapid skill development. This dynamic and engaging methodology ensures that participants leave not just with knowledge, but with the confidence and competence to execute effective lead generation and outreach strategies immediately.

Course Agenda (Course Units):

Unit One: The Strategic Foundations of Lead Generation

- Defining lead generation in the modern business context.
- Understanding the complete sales funnel from awareness to conversion.
- Differentiating between inbound and outbound lead generation methodologies.
- Developing your Ideal Customer Profile (ICP) and buyer personas.
- Setting realistic and measurable lead generation goals and KPIs.
- Mapping the customer journey to identify key touchpoints.
- Competitive analysis in the context of lead acquisition.

Unit Two: Mastering Inbound Lead Generation Techniques

- Fundamentals of content marketing for attracting qualified leads.
- Creating compelling lead magnets like whitepapers and webinars.
- Leveraging social selling and personal branding on professional networks.
- Basic principles of Search Engine Optimization (SEO) for lead capture.
- Building and optimizing high-converting landing pages.
- Utilizing email marketing and newsletters for lead nurturing.
- Strategies for generating leads through online communities and forums.

Unit three: Executing High-Impact Outbound Outreach

- Crafting persuasive value propositions for cold outreach.
- Writing effective cold email sequences that get responses.
- Best practices for professional cold calling in the digital age.
- Developing a multi-touch outreach cadence across different channels.
- Leveraging sales automation tools without losing the personal touch.
- Techniques for effective follow-up that build relationships.
- Strategies for appointment setting and securing initial meetings.

Unit Four: Lead Nurturing, Qualification, and Conversion

- Implementing a lead scoring model to prioritize efforts.
- Effective use of Customer Relationship Management (CRM) systems.
- Building rapport and trust with prospective clients.
- Mastering the art of active listening and asking discovery questions.
- Handling common sales objections and navigating difficult conversations.
- Techniques for moving a qualified lead toward a decision.
- Closing strategies and securing commitment.

Unit Five: Analytics, Optimization, and Advanced Strategies

- Analyzing campaign performance and key lead generation metrics.
- A/B testing outreach messages, subject lines, and calls-to-action.
- Introduction to Account-Based Marketing (ABM) strategies.
- Building a powerful referral and partnership program.
- Leveraging networking events and conferences for lead generation.
- Creating a continuous improvement loop for your outreach process.
- Forecasting sales and managing the lead pipeline for predictability.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing automation and AI in sales, how can the human element in service outreach be leveraged as a unique competitive advantage rather than a liability?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by offering a holistic and integrated framework that harmonizes both inbound and outbound strategies, a critical synergy often overlooked in specialized programs. While many courses focus on singular tactics like cold emailing or content marketing, our curriculum is built on the philosophy that sustainable success requires a multi-pronged approach. We move beyond the mere demonstration of tools and platforms, focusing instead on the underlying psychological principles of persuasion, relationship-building, and value communication. The course places a profound emphasis on practical application through immersive role-playing, real-world case study analysis, and collaborative campaign design workshops. This ensures participants develop not just theoretical knowledge but practical muscle memory. Furthermore, the content is grounded in contemporary sales science, referencing established methodologies while adapting them to the nuances of the modern digital marketplace. The ultimate objective is not just to teach participants how to generate leads, but to empower them to think strategically, build scalable systems, and create predictable revenue pipelines for their organizations.